



## Master thesis

*Advertising formats on Brand Attitude:*

*Brand Oriented Advertising vs. Experience Oriented Advertising*

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## Abstract

This study investigates the effects of different advertising formats (Brand Oriented Advertising vs. Experience Oriented Advertising) on the brand attitude of consumers and it examines if this effect is significantly different per product type. Previous research has shown the effects of advertisements on the brand attitude, without taking different advertising formats into account. I have developed a theoretical framework which shows the relationship between advertising formats, and brand attitude through the mechanism of response type, which is moderated by product lifecycle,. Based on the theoretical framework, I have developed six hypothesizes which were tested during analysis. I conducted an online experiment using Qualtrics. Respondents were randomly allocated to one of the two advertising formats, which contained two advertisements. To test my hypothesizes, I have used several analyzing techniques in SPSS. The findings from this research show that there is a significant difference between the effect of the two advertising formats. Advertisements lead to a cognitive response and an emotional response, these response types have a mediating effect on the brand attitude. Based on the results, it is found that Brand Oriented Advertising leads to a stronger response compared to Experience Oriented Advertising. Furthermore, this research shows that product lifecycle has a moderating effect. Overall, I can conclude that Brand Oriented advertising has a stronger effect on the brand attitude of consumers and that this can be significantly different per product type.

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# 1. Introduction

## 1.1 Motivation

The human mind and marketing are two interesting topics to learn about. There have been a lot of studies about how consumers process and use the information that they receive from marketing activities. The way consumers process information and use it in their future buying behavior is also called Consumer learning.

Consumer learning is an important process for marketers to understand because it helps them acquiring new, or modifying existing, knowledge, behaviors, skills, values or preferences of consumers. Consumer learning is a process where consumers collect information to resolve uncertainty around the quality of the product. It can further be defined as the process by which individuals acquire the purchase and consumption knowledge and experience they apply to future related behavior (Schiffman & Kanuk, 2007). There has been a lot of research on how consumers process information and how it influences their buying behavior. The topic can be further extended by focusing on specific information sources that may have different kind of effects on the consumer learning.

In the world of marketing, advertising is a very important topic. According to the website *advertising age* (Sebastian, 2014), the expected global advertising spending in 2015 will be \$540 billion which is an increase of 4.6% over 2014. This shows that companies spend a lot on advertising and that the spending keeps growing.

With advertisements, marketers try to influence the perception of consumers about certain products or brands. It is important to understand how consumers process the information of different kind of advertising formats. Why is this important? With a lot of product and service providers in the marketplace nowadays, companies need to promote themselves by using a certain technique in their advertising to increase the likelihood that the consumer will choose their product/service instead of the competitor. By using a certain technique, they want to influence the perception and attitudes of the consumers towards their products and/or brand. This can be done by different ways. There are different kind of advertising channels (television, radio, magazines, online etc.) which companies can choose but besides that, there are also different kind of advertising formats (brand advertising, comparative advertising, experience advertising etc.).

Different kind of advertising channels with different advertising formats can have a different effect. For this reason, it is essential to choose the right advertising channel and the right advertising format for your advertising strategy.

In this paper, I will be focusing on the two advertising formats: Brand Oriented Advertising and Experience Oriented Advertising. Brand oriented advertising is when information regarding a specific brand is being advertised (brand image, brand values, product attributes etc.). Experience oriented advertising shows a consumption experience with a product and show what kind of effect that specific product has on a consumer. Later on in this paper, these two advertising formats will be explained in more details. It is interesting to understand how these two advertising formats effect consumers' learning.

The purpose of this research is to find out how the advertising formats, brand orientated advertising and experience oriented advertising, effect the attitudes of consumers towards the brand. Taking the type of product, mature products versus new products, into account we can understand how consumers process the information of these different kind of advertising formats and what their attitude is towards the brand. With the results of this study, companies will better know which advertising format they should use for their new products or for their mature products. As a result of choosing the right advertising format, companies could achieve a higher return on investment on their advertising strategy.

## **1.2 Research question:**

The research question of this paper is:

*‘How do the advertising formats, brand orientated advertising versus experience orientated advertising, affect consumers' attitudes towards a brand and whether such effect differ between new products and mature products? ’.*

## **1.3 Theory foundation**

The theoretical foundation of this thesis is multidisciplinary in approach. This part of the thesis will show a simple layout of the major contributing theories for this research. The theories will make the brand attitude formation process more clear.

*Consumer learning theory:* Consumers learn by experiencing the use of products and services and will use these experiences in their future buying behavior. Consumer learning can be defined as the process which consumers go through where they acquire information and experiences about a consumption, and which they will use in their future buying behavior

(Schiffman & Kanuk, 2007). The consumer learning theory can be split up in behavioral learning theories and cognitive learning theories. Behavioral learning theories focuses on the inputs (stimuli) and outputs, Cognitive learning theories sees learning as a result of thinking.

*Katz's Functional Theory of Attitudes:* The functional theory of Attitudes was proposed by Danial Katz. According to Kats, *attitudes are determined by the functions they serve for us.* People have certain attitudes because they help them achieve their goals. Katz's functional theory of Attitudes distinguishes four types of functions that attitudes meet: Instrumental, Knowledge, Value-expression and Ego-defensive (Katz, 1960).

#### **1.4 Paper lay-out**

In the following section, section 2, of this paper, literature review is conducted. In the literature review the most important literature is analyzed to find out what has already been studied and where new research can be done. In section 3, the conceptual framework of this study is explained. The conceptual framework is the blueprint of the research and shows the variables that are relevant for the research. In section 4, the methodology is discussed. It tells how the data is collected and analyzed. In section 5 a simple lay out of the data is presented, this gives a quick overview of the results of the variables. In section 6 the results of the online experiment are analyzed. In section 7, Discussion, the results and hypothesizes are discussed. In the last section, section 8, the general conclusion, managerial implications and limitations are discussed.



## **2. Literature review**

The overall goal of this chapter is to get a clear understanding about the topic. It is necessary to search the literature that is already available to find out which relevant studies have already taken place. By analyzing the available relevant literature, it is possible to identify where new contribution could be made in the field of study. The literature review has several topics which are all based on the research question. Furthermore, the bulk of this chapter is to critically evaluate the different methodologies used in this field so as to identify the right approach to investigate the research question.

### **2.1 Information processing**

#### **2.2.1 Information processing in general**

Advertisements can have different objectives. The ultimate objective of advertisements is that they generate sales and eventually profit for a company. Things changed when in 1961 the association of national advertisers published an article by Russel Coley (Colley, 1961) where he stated that the goals of advertisements are more often related to communication than rather generating sales. Advertising has a ‘‘Hierarchy of effect’’. This model (Lavidge & Steiner, 1961) shows that there are six steps from viewing a product advertisement to product purchase. Their view was that an advertising goal was to effect some level of the hierarchy and that this effect in combination with other variables in the marketing mix, would lead to sales and profits.

What all marketers eventually want with their advertisements, is that the consumers know their products/services. They do this by making advertisements, which consumers should remember. Unfortunately consumers are not capable of storing all the information that they receive. Therefore it is important to know how consumers process the information that they receive.

Information processing is the understanding of how consumers think and how they process the information that they receive. Information processing happens in four steps: attending, encoding, storing and retrieving. The information processing theory (Schraw & McCrudden, 2013) explains consumer behavior in terms of cognitive operations. The information processing models (figure 1) consist of a sensory memory, working memory and a long-term memory. When consumers process incoming information, it generally first goes to the sensory memory. The sensory memory is to screen incoming stimuli and to process the most important stimuli at that specific time. After entering the sensory memory, the stimuli’s will be either forwarded to the working memory or it will be deleted from the brain system. This all depends on the importunateness of the stimuli. The working memory can be seen as a temporary memory

(short-term memory) where information is stored and processed. In the temporary memory, new information will be linked with other information. According to the literature, information in the temporary memory is said to be forgotten when it goes from an active to an inactive state (Schneider & Shiffrin, 1977). The sensory memory and the working memory are constrained by capacity limitations. This is not the case for the long-term memory. The long-term memory can be seen as a library where all facts and knowledge of a consumer is stored and ordered. According to Anderson (Anderson, 2000), most researchers believe that the long-term memory is capable of holding millions of pieces information for a very long periods of time.

Information that is processed in the mind, have been encoded. Encoding can be seen as strategies that moves information from the temporary memory to the long-term memory. Once all the information is stored, the information can be retrieved from the long-term memory. Memory retrieval is an important aspect of daily life because you need it to remember things.

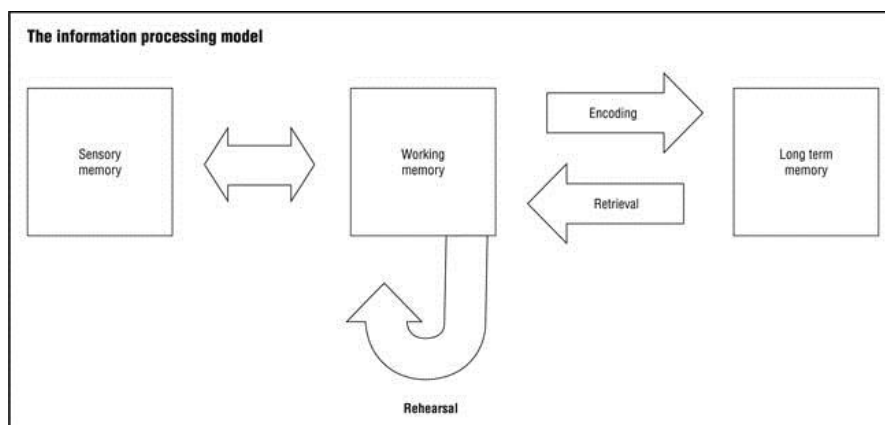


Figure 1: Information processing model

The long-term memory can be split up into declarative memory and non-declarative memory. Declarative memory consists of episodic memory and semantic memory. Episodic memory receives and stores information about temporally dated episodes/events and semantic memory processes ideas and concepts that don't come from personal experiences (Tulving & Donaldson, 1972). Episodic memory is about past experiences and semantic experience more about common knowledge.

Figure 2 shows the different types of memory, the purpose of each type, capacity and the duration of retention.

<b>A comparison of sensory, working, and long term memory</b>			
<b>Type of memory</b>	<b>Purpose</b>	<b>Capacity</b>	<b>Duration of retention</b>
Sensory memory	Provides initial screening and processing of incoming stimuli.	3 to 7 discrete units	0.5 to 3 seconds
Working memory	Assigns meaning to stimuli and links individual pieces of information into larger units. Enables learner to construct meaning and perform visual-spatial mental operations.	7 to 9 units of information	5 to 15 seconds without rehearsal
Long term memory	Provides a permanent repository for different types knowledge	Infinite	Permanent

Figure 2: Information processing stages

### 2.2.2 Information processing of ads

We now know how information is processed in the human brain in general but what we want to know is how consumers process information of advertisements. When consumers see an advertisement, they first encode and interpret the information. Once the encoding is done, the consumer will have a certain perception about the brand, which will then form an attitude towards the brand. This information is then stored in the working memory and could eventually be retrieved from the long-term memory. If the encoding and retrieval conditions are compatible, ad memory traces are retrieved faster than when encoding and retrieval conditions are incompatible (Friestad & EstherThorson, 1993). Consumers are capable of controlling the information acquisition process by deciding how much attention they will devote to the advertisement and the strategy they use to process the incoming information (Mitchell, 1980).

Current studies are mainly focused on the effectiveness of advertising in general but I will be focusing on the attitude formation of the different advertising formats. Any further research could be done about the recalling of different kind of advertising formats.

MacInnis and Jaworski (MacInnis & Jaworski, 1989) provided an integrative framework about information processing of advertisements. The model shows how brand attitude formation occurs from advertising. The model includes antecedents levels of needs, motivation to process brand information, ability to process brand information and the opportunity to process brand information. These factors in combination with the ad exposure will be processed by the elements of brand processing; the amount of attention to the ad and capacity (amount of working memory allocated to attended information). The consumer will have either a cognitive response (thoughts during ad exposure) or an emotional response (feelings during ad exposure) because of the advertisement. Once all the information is processed and the consumer has a certain response to the ad, it forms an attitude towards the brand. To achieve an attitude with higher level of confidence, repeated exposure to an advertisement is necessary (Janiszewski, Noel, & Sawyer, 2003).

What this study does not take into account is the type of advertising and its advertising format. In my paper however, the advertising format will be taken into account when looking at effect of advertisements on brand attitude.

Brand attitude formation through advertisements can be influenced by different factors. It can be influenced by the type of advertising, content of the advertisement (visual vs verbal), involvement of the consumer etc. Brand attitudes are not only a function of the attribute beliefs that are formed about the brand, but can also be influenced how much the consumers like the ad or the visual elements presented in the advertisement (Mitchell & Olson, 1981).

When we look at the processing of print advertisements, current research found that consumers' processing in a forced exposure situation is related to the structure and content of the ad. Unframed pictorial advertisements seem to be forgotten or the subjects were distracted from the task of evaluating the brand (Edell & Staelin, 1983). When we look at the involvement (high vs low) and the commercial's design, these factors also effect the brand attitude and the behavioral intentions. Take music as an example as part of a commercial's design; the effect of music on the brand attitude depends on the type and the level of involvement (Park & Young, 1986). Involvement consists of two dimensions, direction and intensity. Intensity is the amount of attention devoted to the advertisement and direction refers to the information processing strategy.

## **2.2 Role of advertising**

Advertising can have different primary purposes. According to Kotler (Kotler & Armstrong, 2011), the three main purposes of advertising are to inform, to persuade and to remind. Informative advertising is about building awareness for a product and the company, by informing the consumers and marketplace about the product, product information, how it works and what the pricing is. The advertisement should include enough information to convince the customer to take some sort of action (Puto & Wells, 1984). Persuasive advertising is the kind of advertising to persuade consumers to change brand, buy their product and develop loyal customers. Persuasive advertising is mostly used to increase the demand for existing goods and/or services. Besides informational advertising and persuasive advertising, there is also reminder advertising. Reminder advertising is mainly used to remind old customers about the product/service and to acquire new ones. This is mostly used for products at the end of the product life cycle.

Informational advertising can have persuasive techniques but is mainly about facts. On the other hand, persuasive advertising mainly tries to appeal to consumers' emotions but should also include product information (Lister & Media, n.d.).

Puto and Wells (Puto & Wells, 1984) researched the differential effect of time of informational and transformational advertising. They define transformational advertising as: *'one which associates the experience of using the advertised brand with a unique set of psychological characteristics which would not typically be associated with the brand experience to the same degree without exposure to the advertisement'*. They conclude from their research that informational and transformational advertising are different because of their performance on standard day-after-recall tests. Furthermore, transformational advertising requires more exposure over time to be effective enough for a change in brand attitude. Advertisements should be either informational, transformational or both to be effective as a persuasive communication.

Ackerberg (Ackerberg, 2003) found, studying the yogurt industry, that the informative elements of the advertisement are more effective than the persuasive effect. In my paper, I will find out if this is also the case on the brand attitude, when looking at different advertising formats.

### **2.3 Advertising format**

Part of a company's advertising strategy is choosing the advertising format. According to Thomson and Hamilton (Thompson & Hamilton, 2006) the ad format and information processing mode should be compatible, this enhances the information process ability, making the message more persuasive and the ad/brand evaluation more favorable. Current literature sees advertising formats as the type of advertising such as print ads, online ads, TV ads, etc. In my paper, the advertising format is more about how the content of the advertisement is displayed (e.g. brand advertising, experience advertising, comparative advertising etc.). Recent research mainly investigates the effects of comparative advertising (Choia & Miracleb, 2004).

In this paper, I will be looking at the two advertising formats: Brand oriented advertising and experience oriented advertising. Brand oriented advertising is when a company provides consumers with information about the brand/product (e.g. brand value proposition, brand image, product attributes) that differentiates them from competitors and encourage them to choose the advertised brand instead of the competing brand. (Bass, Krishnamoorthy, Prasad, & Sethi, 2005). Experience oriented advertising shows a consumption experience with the product. In the advertisement, the product is displayed and shown what it does. It mainly shows how consumers experienced the advertised product and how things changes for them after using

the product. Simply said, Brand oriented advertising shows more general information about the brand/product and Experience oriented advertising shows specific consumption experiences from consumers with the brand.

Current literature mainly compares the effect of brand advertising with generic advertising. Generic advertising promotes the general qualities of a product category and therefore all the companies in the category will benefit from it. Bass, Krishnamoorthy, Prasad and Sethi (Bass, Krishnamoorthy, Prasad, & Sethi, 2005) studied the generic and brand advertising strategies. They found that generic advertising is to expand the entire market and that brand advertising is to win market share. Both of the strategies should be integrated to be effective. With regard to experience advertising, little research is done to the effect of this kind of advertising. I will research the effect of experience advertising, in comparison to brand advertising, on the brand attitude.

### 3. Conceptual framework

From the literature review we can now conclude that the information processing of advertisements is a complex structure and that there are a lot of factors that can influence the consumers' attitude towards the brand. What we now want to find out is what the role is of different kind of advertising formats, in particular Brand oriented advertising and Experience oriented advertising, on the attitude formation of consumers. Not only do we want to explain the effect of the advertising format on the brand attitude, we also want to find out if this effect of advertising format is different between new products and mature products.

As mentioned before in this paper, MacInnis and Jaworski researched the information processing from advertising and made a proposed model (figure 3) showing the brand attitude formation of consumers (MacInnis & Jaworski, 1989).

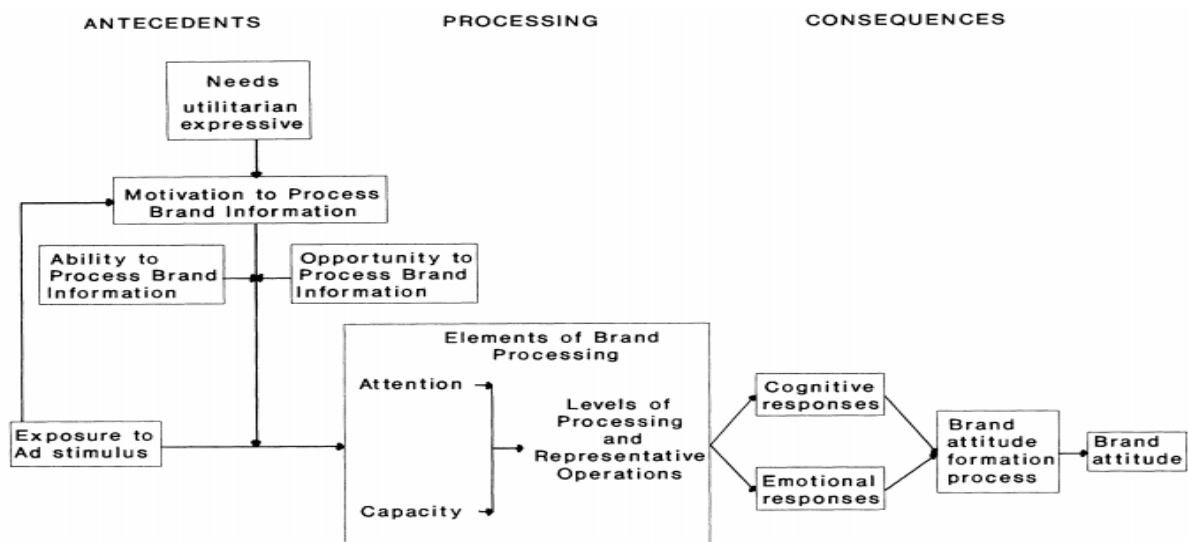


Figure 3: Brand attitude formation model

In this model, MacInnis and Jaworski looked at how consumers process the information from exposure to ad stimulus and took into account all the factors influencing the brand attitude formation from the consumers' side. What this model doesn't take into account is the fact that there are all kind of different ad stimulus depending on the type of ad and the ad format. This is where my research will distinguish from the current literature and will have a contribution in marketing research.

The conceptual framework is a blueprint of my research. It shows how I plan to conduct the research and it shows what the dependent and independent variables are and how the dependent variable is influenced by the independent variables.

To get a better understanding of my research, I made a conceptual model with the independent variables and the dependent variable. The model shows how the independent variable Ad format and type of product, influence the brand attitude of consumers.

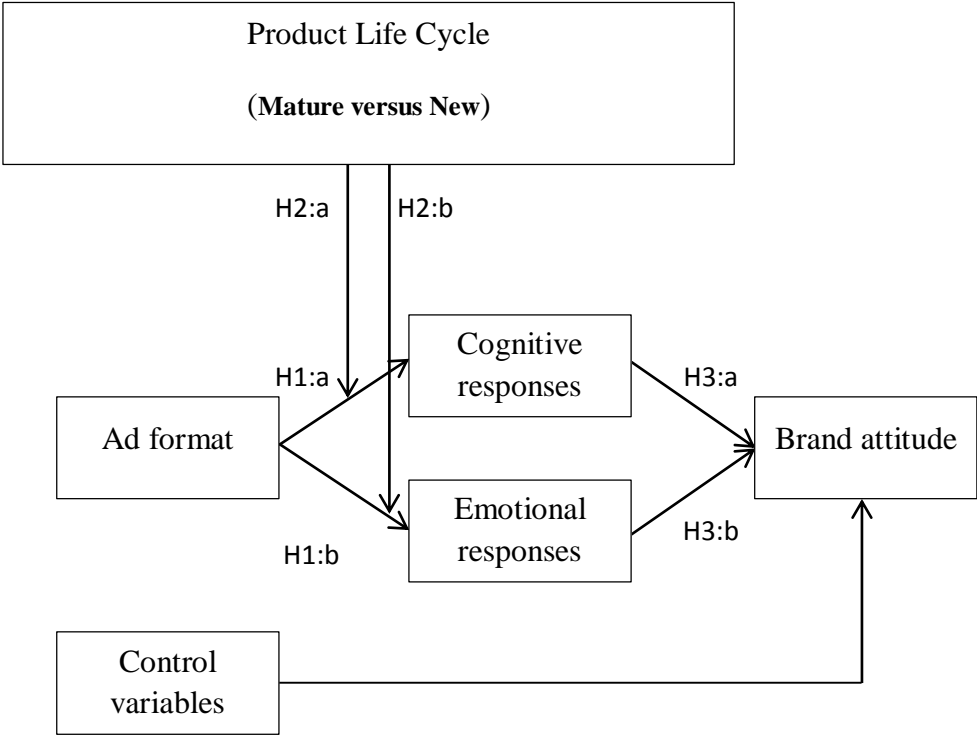


Figure 4: Flowchart conceptual framework

As MacInnis and Jaworski (MacInnis & Jaworski, 1989) show in their model, once consumers have processed the information from the advertisement, they have a cognitive and/or emotional response which eventually will form the brand attitude of the consumers. Cognitive responses and emotional responses can be message related and execution related. Message related responses are brand specific responses to the advertising information and execution related responses refers to the brand irrelevant responses.

**3.1 Variables**

**3.1.1 Dependent variable**

The dependent variable is the variable that you want to measure and that is affected during the experiment. In this paper the variable that I want to measure is the brand attitude. In this experiment the brand attitude is the dependent variable. By measuring the brand attitude, I mean measuring how favorably the brand is evaluated relative to other brands, regardless whether the consumer would buy or consider it at the next purchase opportunity (Wells, 2014)



### **3.1.2 Independent variables**

The independent variable is the variable that is not changed by the dependent variable. In my study the independent variable is the advertising format. The main effect that I want to investigate is the effect of advertising format on the brand attitude of consumers. The two advertising formats that I will use during my research are brand oriented advertising and experience oriented advertising. The purpose is to find out which advertising format has a stronger influence on the brand attitude.

### **3.1.3 Mediating Variables**

Mediating variables are the variables through which the independent variables act on the dependent variables. In other words, the mediating variable causes mediation in the dependent and independent variables.

The mediating variables in the conceptual model of this paper are the type of responses during and after ad exposure. This can either be a cognitive response or an emotional response. These responses will then have an influence on the dependent variable, brand attitude.

### **3.1.4 Moderating variable**

Looking at the effect of advertising format on the brand attitude is not enough because there are all kind of other factors that can influence the brand attitude. In my research I will also take into account the type of product that is being advertised on the brand attitude. Here, I distinguish two types of products namely new products and mature products. Products go through a life cycle. Once the sale of products are starting to slow and approaching the point to decline, a product can be considered as a mature product. Mature products can be seen as products that are already on the market for a while.

The variable *Product Lifecycle* is a moderator variable. According to Baron and Kenny a moderator variable is a variable that effects the direction and/or strength of the relation between an independent variable and a dependent variable (Baron & Kenny, 1986). By using the variable product lifecycle as moderator, I want to find out if the effect of advertising format on the response type is significantly different for different type of products.

### **3.1.5 Control variables**

Control variables are the variables that are constant and unchanged throughout the course of the experiment. Control variables can strongly influence the results of the experiment and for that reason they are kept constant to see the relationship of the independent variables and the

dependent variable. The control variables are not the primary interest of this experiment. Examples of control variables in this experiment are age, gender, highest qualification etcetera.

### 3.2 Hypothesizes

Now we know how my conceptual framework looks like and what I want to research, it is necessary to formulate hypothesizes that should be tested during this research. A hypothesis is a proposed explanation/outcome of a research based on limited evidence and which should be tested to find out if it is true or not. Below you can find a table with the hypothesizes of this paper. The hypothesizes correspond to the arrows in the conceptual model. The table furthermore shows the relationships between the variables that I want to find out and how they should be tested.

Hypothesis	Relationship	Conjecture or expected sign	Test
H1:a	Effect of EOA <sup>1</sup> on Cognitive responses compared to that of BOA <sup>2</sup>	- Or No difference	t-test
H1:b	Effect of EOA on emotional responses compared to that of BOA	+	t-test
H2a	Ad format and product type on cognitive response	New: + Mature: -	Two-way Anova
H2b	Ad format and product type on emotional response.	New: - Mature: +	Two-way Anova
H4a:	Cognitive response on brand attitude	+	t-test
H4b:	Emotional response on brand attitude	+	t-test

Table 1: Hypothesizes

The purpose of this research is to find out how consumers react to different kind of advertising formats. We mainly want to find out what their brand attitude is after exposure to a certain advertising format. In the conceptual framework, I already mentioned that consumers could

<sup>1</sup> Experience Oriented Advertising

<sup>2</sup> Brand Oriented Advertising

have an emotional response and a cognitive response to the advertisement. Cognitive responses can be defined as thoughts during ad exposure and emotional responses as feelings elicited during ad exposure (MacInnis & Jaworski, 1989). During an exposure to an ad, a consumer will probably experience both an emotional response as a cognitive response. The question is rather, which response is stronger for different advertising formats. Ruiz and Maria found that when consumers are exposed to an ad that matches their processing style (cognitive or emotional), the more effective the advertising will be (Ruiz & Sicilia, 2004). So the type of response generated from the advertising can be influenced by the type of processing style of the consumer and the information in the advertisement.

When considering the two advertising formats, Brand Oriented Advertising and Experience Oriented Advertising, Experience Oriented Advertising is more emotional as the experience is usually associated with more visual factors. On the other hand, Brand Advertising is more argumentation type which leads to a more cognitive response.

*H1a: Brand oriented advertising will generate more cognitive response, than experience oriented advertising because of the argumentation appeal of the ads.*

*H1b: Experience oriented advertising leads to more emotional response than brand oriented advertising, because the experience in Experience advertising is associated with more visual factors.*

In the literature review we already found that advertisements have three primary goals namely to inform, to persuade and to remind. Persuasive advertising is mainly used to increase the demand for existing products, this means that for mature products, persuasive advertising is more effective. Persuasive advertising in general has emotional appeals. These emotional appeals are relatively more effective when products are well known (Armstrong, 2010). Janssens and Pelsmacker found that advertisements with positive emotional context are more supportive for existing products and that non-emotional context advertisements improve the response for new products (Janssens & Pelsmacker, 2005). Based on the current literature, I suggest that the product lifecycle has a moderating effect on the response.

*H2a: Using new products in Brand Oriented Advertisements will lead to a stronger cognitive response, compared to mature products.*

*H2b: Using mature products in Experience Oriented Advertisements will lead to a stronger emotional response, compared to new products.*

After seeing an advertisement, a respondent will have an emotional response or a cognitive response (or a mix of both). Studies have shown that positive and negative feelings from an advertisement are important in explaining the effects of that advertisement. Positive advertising causes positive communication effects by influencing the cognitive response (Petty, Gleicher, & Baker, 1991). With consumer products, negative feelings in advertisements, mostly provoke negative attitudinal effect (Pelsmacker & Bergh, 1996). If the response is positive, it is most likely that the brand attitude will also be positive. This is also the case with a negative response. Then the brand attitude will most likely be negative.

*H3a: Positive cognitive response will lead to a positive brand attitude, a negative cognitive response will lead to a negative brand attitude.*

Emotional responses from advertisements have a significant relationship with the attitude towards the advertisement and attitude towards the brand (Holbrook & Batra, 1987). Burke and Edell found that emotions from advertisements can directly influence attitude towards the brand (M.C. Burke, 1989).

*H3b: Positive emotional response will lead to a positive brand attitude, a negative emotional response will lead to a negative brand attitude.*

## 4. Methodology

### 4.1 Experimental design

#### 4.1.1 Design

A 2x2 between subject design is used. Each respondent is randomly assigned to one of the two experimental categories. The first category is the type of advertising format (Brand Oriented Advertising vs. Experience Oriented Advertising). Within each category, each respondent will see two different advertisements with different type of products (New vs. mature). The advertising format is between subject factor and the type of product is within subject factor.

Table 2: Experimental design

	<b>New Product</b>	<b>Mature Product</b>
<b>Brand oriented advertising</b>	A1:Tide	A2: Nespresso
<b>Experience oriented advertising</b>	B1: Tide	B2: Nespresso

#### 4.1.2 Stimuli

For this experiment I have used four different advertisements of two different brands (see table 2). Two advertisements are experience oriented, which means that the commercials show a consumption experience with the brand and the other two are brand oriented which shows general information regarding the brand/product.

For the brand oriented advertisement with a new product, I have chosen the video ‘Tide Pods: Water savings | Tide’. This video shows where Tide products are capable of and that Tide tries to help the environment with saving the amount of water needed for washing clothes. Tide Pods is quite new for European consumers and because most of my respondent will come from Europe, they won’t know this product/brand.

For the brand oriented advertisement with a mature product, I have chosen the video ‘Nespresso ‘The Best Café’ commercial’. This video of Nespresso shows what nespresso is and that is ‘The Best Café’. Nespresso can match every mood and makes the best cup, just by one touch. Nespresso is a world wide brand that is well-known, so most of the subject will know the brand and its products.

Figure 5: Brand oriented advertising new product



Figure 6: Brand oriented advertising new product



The other two commercials are experience oriented advertisements. For the experience oriented advertisement with a mature product, I have chosen the video ‘Tide Pods: Waitress (:30)’. This video shows how a waitress experiences using Tide Pod for washing her dirty work cloths.

For the experience oriented advertisement of Nespresso, I have chosen the video ‘Nespresso commercial – Story Of The Traveling Man’. In this video a man, who travels a lot for his work and lessure, tells his story about what Nespresso means to him and that he always carries his Nespresso with him while he is traveling. He says that the world keeps changing but that one thing remains consistant in his life and that is Nespresso. He doesn’t leave his house wihtout Nespresso.

Figure 7: Experience advertising new product

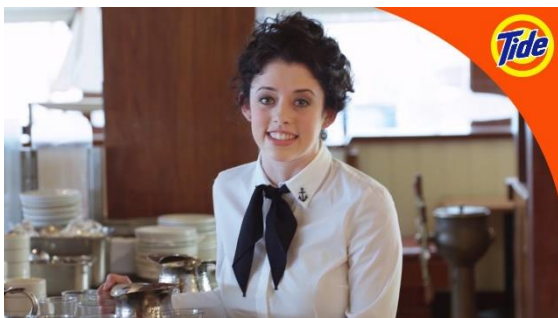
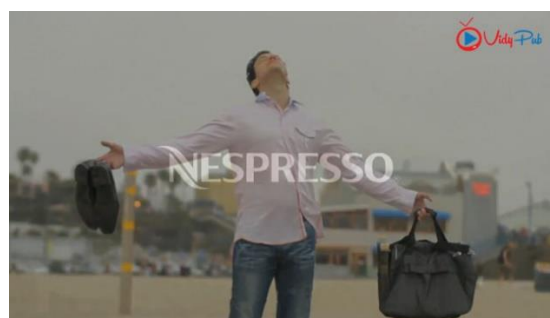


Figure 8: Experience advertising Mature product



These commercials have been retrieved from the video on demand website, YouTube .

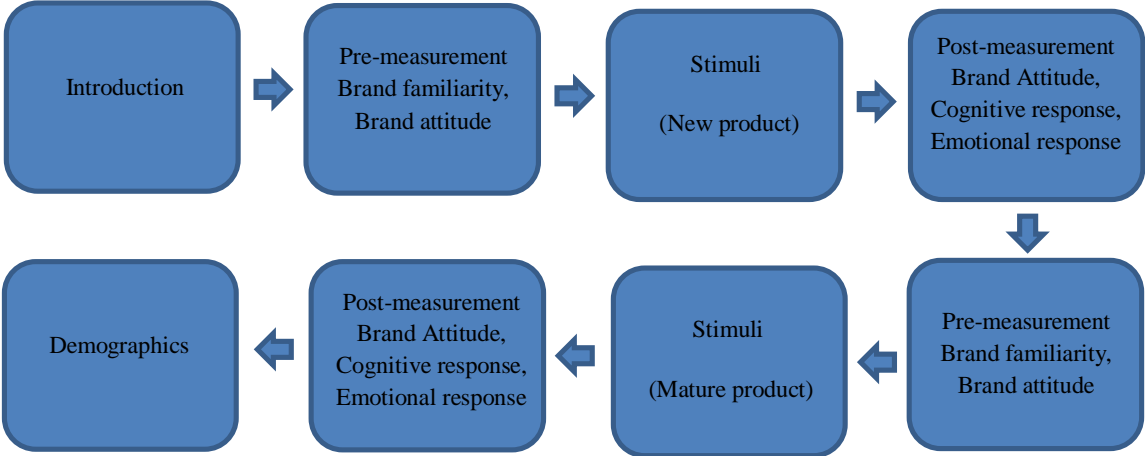
#### 4.1.3 Procedure

Before the survey was conducted, the survey has been tested by 5 people to see if everything was clear and that there were no misunderstandings.

Subjects were asked to participate in an online experiment. There were two different type of surveys (Brand oriented advertising vs. Experience oriented advertising) and each subject was randomly allocated to one of the surveys. The surveys differed in the type of advertisements that were shown. Before the subjects could begin, they were told that the purpose of the

experiment was to assess their reaction to different advertisements. The subjects then got instructions on how to fill in the survey.

By clicking on the “Next” button, the subjects got a couple of questions regarding brand familiarity and brand attitude of the first advertised Brand/product. This was a pre-measurement of the brand familiarity and brand attitude of a new product. On the next page, the stimuli is shown. This stimuli is an advertisement of a new product. On the following page, the subjects had to answer a couple of questions regarding their cognitive response and their emotional response to the advertisement. On the next page, the subjects were asked a few question again about their attitude towards the brand after the stimuli. This process was repeated, but then with an advertisement with a mature product as stimuli. After that, a few demographic questions were asked and on the last page the subjects were thanked for their participation.



**4.2 Sampling procedure**

The experiment is made with Qualtrics. Qualtrics is the world’s leading enterprise survey platform. The experiment is distributed through the internet (Facebook, LinkedIn, Email etc.). The respondents should be capable of understanding English and should have a PC/laptop with sound, because the experiment consists of commercials that only supports PC’s/laptops.

Respondents are from all over the world but most of them are from the European Union. For the experiment, the sample size must be at least 50 valid respondents so that each experimental group consist of at least 25 respondents.

#### 4.4 Measurements of variables

Name	Independent /dependent variable	Explanation	Scale	Reference
Familiarity with product/brand	Independent	1. How familiar are you with the brand? - Familiar/unfamiliar  2. Regarding the product ___, are you: - Familiar/unfamiliar - Experienced/inexperienced - knowledgeable not/knowledgeable	Seven-point semantic differential scale  3 Seven-point semantic differential scale	Adopted from: (Kent & Allen, 1994)
Emotional response	Dependent	How do you feel about the advertised product? - Love/Hate - Delighted/Sad - Happy/Annoyed - Calm/Tense - Excited/bored - Relaxed/Angry - Acceptance/Disgusted - Joy/Sorrow	8 Seven-point semantic differential scale	Adopted from: (Crites, Fabrigar, & Petty, 1994)
Cognitive response	Dependent	What do you think of the advertised product? - Useful/Useless - Wise/Foolish - Safe/Unsafe - Beneficial/Harmful - Valuable/Worthless - Perfect/Imperfect - Wholesome/Unhealthy	7 Seven-point semantic differential scale	Adopted from: (Crites, Fabrigar, & Petty, 1994)
Attitude towards the brand	Dependent	Describe your overall feeling about the brand? 1. Unappealing/appealing 2. Bad/good 3. Unpleasant/pleasant 4. Unfavorable/favorable 5. Unlikeable/likeable	5 seven-point semantic differential scale	Adopted from: (Spears & Singh, 2004)
Attitude towards the ad	Dependent	What do you think of the advertisement? 1. Good/bad 2. Like/dislike 3. Irritating/not irritating 4. Interesting/uninteresting	4 seven-point semantic differential scale	Adopted from: (Hill & Mazis, 1986)



## 5. Data

In this chapter the data is presented of the experimental design. In the first part, the data cleaning and the demographics of the respondents are shown. In the second part, I have tested the reliability and the validity of the experiment. The last part of this chapter the descriptive statistics is shown.

### 5.1 Data cleaning

Data cleaning is essential because you filter out the incomplete questionnaires. In the period of 16-12-2015 until 24-01-2016 a total of 128 respondents filled in the questionnaire, which was shared through social media and which was send to an email list. From the 128 questionnaires, 101 questionnaires were completed and 27 questionnaires had incomplete answers. These 27 incomplete answers were excluded from further analyses. After investigating the data, I also noticed that there were still a couple of questionnaires that I filled in myself, for testing the survey. This was in total 9 questionnaires. In total, 36 questionnaires were excluded from further analyses. For the analysis of this paper, 92 questionnaires were used. In the table below you can find the number of respondents for each experimental group.

Table 3: Number of respondents per experimental group

<b>Advertising format</b>	<b>n</b>
Experience Oriented Advertising	n=45
Brand Oriented Advertising	n=47

### 5.2 Demographics

At the end of the questionnaire respondents were asked to fill in their gender, age and their highest educational degree. From the 92 respondents, 56 (60.9%) were male and 36 (39.1%) were female.

The average age of the respondents was 34 years old. The youngest respondent was 16 years and the oldest respondent was 62 years. Most of the respondents were between 22 and 26 years old (45%).

Finally, concerning the educational degrees most respondents had a bachelor's degree (45.7%). The second largest group had a Master's degree (25%) and even 4 respondents had a doctoral degree (4,3%). The other respondents either had a high school degree (19,6%) or another kind of degree (5,4%).

Table 4: Demographics

	<b>Descriptive</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>	Male	56	60,9%
	Female	36	39,1%
<b>Age</b>	16-30	56	60,9%
	31-46	13	14,1%
	47-62	23	25%
<b>Educational degree</b>	High School	18	19,6%
	Bachelor's Degree	42	45,7%
	Master's Degree	23	25%
	Doctoral Degree	4	4,3%
	Other	5	5,4%

## 5.2 Reliability Test

To test whether there is internal consistency, a reliability analyses is performed on each variable. The reliability analyses shows how related the items are as a group (Field, 2005). For the reliability analyses, the Cronbach's Alfa is calculated. Cronbach's Alfa reliability coefficient normally ranges between 0 and 1. The closer the Cronbach's Alfa is to 1, the greater the internal consistency is (Joseph A. Gliem, 2003). The rule of thumb is, that the Cronbach Alfa should at least be 0.7 or higher. If it is lower than 0.7, you may consider to delete the times that could increase the Cronbach's Alfa (Janssens, Wijnen, Pelsmacker, & Kenhove, 2008). In table 5 you can find the Cronbach's Alfa for the variables. As you can see, all the Cronbach's Alfa are greater than 0,7.

Table 5: Cronbach's Alfa

	<b>Experience Oriented Advertising</b>	<b>Brand Oriented Advertising</b>
<b>Familiarity Product</b>	0,955	0,926
<b>Pre Brand Attitude</b>	0,963	0,937
<b>Cognitive Response</b>	0,881	0,819
<b>Emotional Response</b>	0,894	0,855
<b>Attitude toward advertisement</b>	0,877	0,750
<b>Post Brand Attitude</b>	0,884	0,835

### 5.3 Descriptive Statistics

In this section, the descriptive statistics of the variables are measured and shown. With the descriptive statistics the mean, standard deviation and the variance are measured. This will provide me a simple summary of the main results of the variables. In the tables below you will find the descriptive statistics for both advertising formats. In appendix 1, histograms are shown which graphically represents the frequency of every variable and the distribution of it. This shows if the values in the data are normal distributed. In cases of not normally distributed data, outliers are removed to make the data normally distributed.

Table 6: Descriptive statistics Experience Oriented Advertising, Tide

	Scale [-3,3]	Mean	Std. Deviation	Variance
<b>Brand knowledge</b>		1,93	0,25	0,06
<b>Familiarity Brand</b>		-0,33	2,08	4,33
<b>Familiarity Product</b>		-1,89	1,39	1,93
<b>Pre Brand Attitude</b>		-0,13	1,21	1,45
<b>Emotional Response</b>		0,09	0,71	0,50
<b>Cognitive Response</b>		0,35	0,76	0,57
<b>Attitude towards advertisement</b>		0,07	1,24	1,54
<b>Post Brand Attitude</b>		0,26	1,04	1,08

Table 7: Descriptive statistics Experience Oriented Advertising, Nespresso

	Scale [-3,3]	Mean	Std. Deviation	Variance
<b>Brand knowledge</b>		1,00	0,00	0,00
<b>Familiarity Brand</b>		1,64	1,60	2,55
<b>Familiarity Product</b>		1,11	1,57	2,46
<b>Pre Brand Attitude</b>		1,32	1,04	1,08
<b>Emotional Response</b>		0,83	1,13	1,29
<b>Cognitive Response</b>		1,00	1,00	1,00
<b>Attitude towards advertisement</b>		0,74	1,38	1,90
<b>Post Brand Attitude</b>		1,17	1,25	1,57

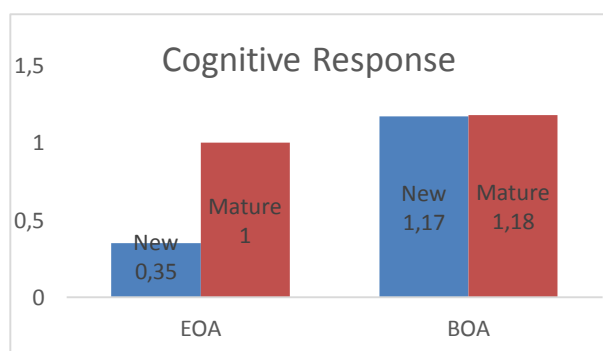
Table 8: Descriptive statistics Brand Oriented Advertising, Tide

	Scale [-3,3]	Mean	Std. Deviation	Variance
<b>Brand knowledge</b>		1,96	0,20	0,04
<b>Familiarity Brand</b>		0,50	2,12	4,50
<b>Familiarity Product</b>		-0,33	2,36	5,56
<b>Pre Brand Attitude</b>		1,00	0,28	0,08
<b>Emotional Response</b>		1,01	0,61	0,37
<b>Cognitive Response</b>		1,17	0,83	0,68
<b>Attitude towards advertisement</b>		1,10	0,94	0,89
<b>Post Brand Attitude</b>		1,12	0,80	0,64

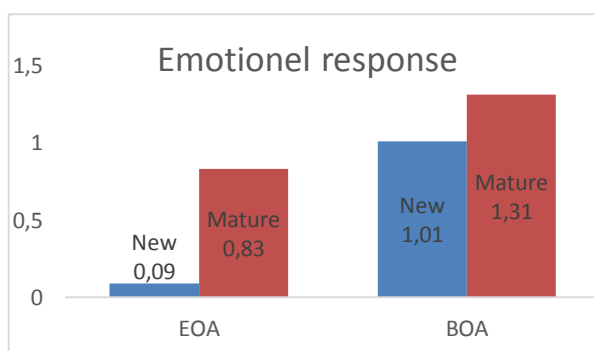
Table 9: Descriptive statistics Brand Oriented Advertising, Nespresso

	Scale [-3,3]	Mean	Std. Deviation	Variance
<b>Brand knowledge</b>		1,04	0,20	0,04
<b>Familiarity Brand</b>		1,76	1,37	1,87
<b>Familiarity Product</b>		1,30	1,44	2,08
<b>Pre Brand Attitude</b>		1,77	0,93	0,87
<b>Emotional Response</b>		1,31	0,95	0,90
<b>Cognitive Response</b>		1,18	0,89	0,80
<b>Attitude towards advertisement</b>		1,22	1,17	1,38
<b>Post Brand Attitude</b>		1,60	0,97	0,95

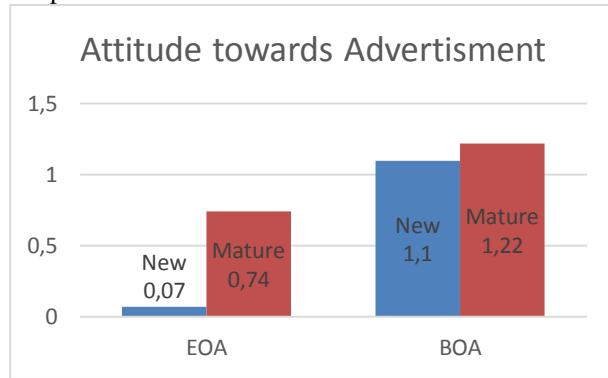
Graph 1: Cognitive response per product type



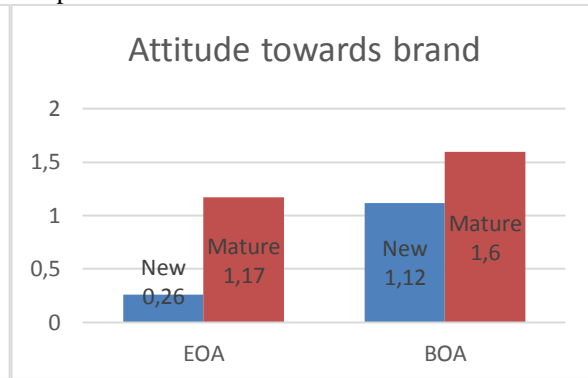
Graph 2: Emotional response per product type



Graph 3: Attitude towards the Brand



Graph 4: Attitude towards the Brand



### 5.4 Ad Recall

During the online experiment, respondents were asked a couple of questions regarding the advertisements. These recall questions were there to test if the respondents had paid attention to the advertisement and to see if they could recall anything. The respondents had to answer five questions about the advertisement and these questions were different per advertisement.

Results from the first advertisement (Experience Oriented Advertising Tide), shows that the majority of the respondents (40%) had four of the five questions right. 26,7% of the respondents had all the questions right. The other respondents had three or less questions right, which indicates that they had difficulties with recalling. The results of the second Experience Oriented Advertisement from Nespresso, shows that 40% of the respondents had all the questions right and 22,2% had four out of five answers right. This shows that the respondents could recall better from the Nespresso advertisement than from the Tide advertisement. The rest of the respondents had three or less questions right.

The other group of respondents saw two brand oriented advertisements from the same to brands as the experience advertising group. Regarding the Tide advertisement, only 8,5% of the respondents had all the questions right. The majority had four (31,9%) or three (27,7%) questions right. This indicates that there were 1 or 2 questions which you could only have right if you paid enough attention. With the Nespresso advertisement, 23,4% had all the questions right, 27,7% had four out of five questions right and 29,8% had three questions right. The other respondents (19,2%) had two or less questions right.

From the results shown above, we can conclude that the ad recall of existing products is easier than for new products.

## 6. Results

### 6.1 Advertising format and response type

First, the effects of advertising formats on the cognitive and emotional response are tested. To examine the relationships between the variables, Independent T-tests are used. If the significance is lower than 0.05 ( $p < 0.05$ ), we can assume that there is a significant difference in the mean scores. If the mean score of the cognitive response for Brand Oriented Advertisement is higher than the mean score of the cognitive response for the Experience Oriented Advertisement, H1a is supported. This same effect is examined for the emotional response. If the mean score of the Experience Oriented Advertisement is higher than the mean score of Brand Oriented Advertisement, H1b is supported.

To compare the means of the two groups, I have computed a new variable where I have averaged all the cognitive responses and emotional responses of each individual respondent. Before testing these variables, I have to check the assumption of normality. Based on the Shapiro Wilk's test, I have to reject the assumption of normality for the variables cognitive response ( $p = 0.002 < 0.05$ ) and emotional response ( $p = 0.006 < 0.05$ ). This is why a graphical inspection is performed for normality. The histograms, Q-Q plots and the box plots indicate that there are outliers which should be removed (Appendix 2). After removing the outliers, both the data of Cognitive response ( $p = 0.171 > 0.05$ ) and Emotional response ( $p = 0.487 > 0.05$ ) are normally distributed. This makes it possible to perform an Independent sample T-test.

#### 6.1.1 Advertising Format and Cognitive Response

To test the relationship between the advertising formats and the cognitive responses, I have conducted an Independent sample t-test (Appendix 3). The independent variables consists of two groups, the Brand Oriented Advertising group and the Experience Oriented Advertising group. Based on the results of the independent sample t-test, we can see that the group means are significantly different because  $p = 0.00 < 0.05$  (sig. (2-tailed)). In the table below you can see that the mean score of Brand Oriented Advertising (mean=1.176) is higher than the mean score of Experience Oriented Advertising (mean=0.735). This means that Brand Oriented Advertising leads to a stronger cognitive response than Experience Oriented Advertising, so H1a is supported.

Table 10: Means and Std. deviation cognitive response per advertising format

<b>Advertising format and Cognitive Response</b>	<b>N</b>	<b>Mean</b>	<b>Std. deviation</b>
<b>Experience Oriented Advertising</b>	44	0.735	0.541
<b>Brand Oriented Advertising</b>	47	1.176	0.602

### 6.1.2 Advertising Format and Emotional Response

An Independent sample t-test is used to find out whether there is a difference in emotional response for the two advertising formats. Based on the results of the Independent sample t-test (Appendix 4), we can see that that there is a difference in emotional response for the advertising formats. The T-test for equality of means shows that  $p=0.000 < 0.05$  sig. (2-tailed). When we look at the means of the two group, we can see that the mean emotional response of the Brand Oriented Advertising (mean=1.158) is higher than the mean of the Experience Oriented Advertising (mean=0.524). This means that Brand Oriented Advertising leads to a more emotional response than Experience Oriented Advertising. This is not the same as hypothesis H1b, so H1b is not supported.

Table 11: Means and Std. deviation emotional response per advertising format

<b>Advertising format and Emotional Response</b>	<b>N</b>	<b>Mean</b>	<b>Std. deviation</b>
<b>Experience Oriented Advertising</b>	44	0.524	0.669
<b>Brand Oriented Advertising</b>	47	1.158	0.598

## 6.2 Product Lifecycle

In this part of the paper, I will analyze the effects of the product lifecycle (mature product vs. new product) and advertising format (Brand oriented vs. Experience oriented) on each response type (Cognitive response and Emotional response). Here I want to find out if there is an interaction effect between the type of product and advertising format on the each response type. For this I will conduct a Two-way ANOVA. The two-way ANOVA compares the mean differences between groups that have been split on two independent variables and shows if there is an interaction effect between the two independent variables on the dependent variables.

First I will conduct a few robustness checks to test whether there is a significant difference in the effect of product type on the brand attitude for both the advertising formats. These are within-subject analyses, with the use of a paired sample T-test. A paired sample t-test, tests whether there is a significant difference between the means of two related groups on the same

dependable variable. If  $p < 0.05$ , we can say that there is a significant difference between the brand attitude of mature products and new products.

**6.2.1 Robustness check**

*6.2.1.1 New product vs Mature product*

To test the relationship between the type of product being advertised and the brand attitude for each advertising format, a paired sample t-test is used. Based on the paired sample test (Appendix 5), I can reject the null hypothesis that the mean scores are equal ( $p = 0.00 < 0.05$ ) for the Experience Oriented Advertisement. From the results we can conclude that there is a statistically significant difference between the brand attitude of new products and mature products. Experience Oriented Advertisements with mature products, seems to have a higher positive brand attitude compared to Experience Oriented Advertisements with new products.

Table 12: Effect product lifecycle on Brand attitude (Experience Oriented Advertising)

<b>Experience Oriented Advertising</b>	<b>N</b>	<b>Mean</b>	<b>Std. deviation</b>
<b>New product</b>	43	0.363	0.912
<b>Mature Product</b>	43	1.256	1.123

Based on the paired sample t-test (Appendix 6) for the Brand Oriented Advertisements, I can also reject the null hypothesis that the mean scores are equal ( $p = 0.005 < 0.05$ ). Same as for the Experience Oriented Advertisements, there is a statistically significant difference between the brand attitude of new products and mature products. Mature products (mean=1.173) tend to have a higher positive brand attitude compared to new advertised products (mean=1.698).

Table13: Effect product lifecycle on Brand attitude (Brand Oriented Advertising)

<b>Brand Oriented Advertising</b>	<b>N</b>	<b>Mean</b>	<b>Std. deviation</b>
<b>New product</b>	45	1.173	0.751
<b>Mature Product</b>	45	1.698	0.871

Based on these results we can say that consumers have a more positive brand attitude for mature products, after watching an advertisement, than for a new product for both the advertising formats.



#### 6.2.4 Advertising format and product lifecycle on Cognitive response

To test whether there is a moderating effect between the independent variables advertising format and product lifecycle on the dependent variable cognitive response, I have conducted a Two-way ANOVA. First, a normality test is conducted for the dependent variable. Based on this test, I had to remove one outlier to meet the assumption of normal distributed data. If there is a moderating effect and the mean score of the new product is higher than the mean score of the mature product for Brand Oriented Advertising, hypothesis H2a is supported.

Based on the results of the two-way ANOVA (appendix 7), I can conclude that there is a statistically significant moderating effect of Product Lifecycle on the cognitive response ( $p=0.005<0.05$ ). From table 14 we can also see that there is statistically significant difference between the cognitive response of Brand Oriented Advertising and Experience Oriented Advertising ( $p=0.000<0.05$ ) and between the Cognitive response of new products and mature products ( $p=0.004<0.05$ ).

Table 14: Results Two-way ANOVA Cognitive Response

Source	F	Sig.
<b>Corrected model</b>	10.244	0.000
<b>Intercept</b>	232.398	0.000
<b>AdFormat</b>	14.007	0.000
<b>ProductType</b>	8.690	0.004
<b>AdFormat*ProdyctType</b>	8.241	0.005

As you can see in table 15, the cognitive response of the mature product in Brand Oriented Advertisement is higher than the cognitive response of the new product, which means that hypothesis H2a is not supported.

Table 15: Mean scores interaction Cognitive Response

Ad format	Product Type	Mean	Std. deviation	N
<b>EOA</b>	<b>New</b>	0.35	0.756	45
	<b>Mature</b>	1.073	0.867	44
<b>BOA</b>	<b>New</b>	1.172	0.826	47
	<b>Mature</b>	1.182	0.895	47

### 6.2.5 Advertising format and product lifecycle on Emotional response

The same Two-way ANOVA is used to see if there is a moderating effect between the independent variables advertising format and product lifecycle on the dependent variable emotional response. The assumption of normally distributed data is met in this case. If there is a moderating effect and the mean score of the mature product is higher than the mean score of the new product for Experience Oriented Advertising, hypothesis H2b is supported.

Based on the results of the Two-way ANOVA (Appendix 8), I can say that there is a statistically significant moderating effect (table 16) of product lifecycle on the emotional response of consumers ( $p=0.035<0.05$ ). Here the variables advertising format ( $p=0.000<0.05$ ) and product lifecycle ( $p=0.000<0.05$ ) are also significant.

Table 16: Results Two-way ANOVA Emotional Response

Source	F	Sig.
Corrected model	16.794	0.000
Intercept	178.565	0.000
AdFormat	27.903	0.000
ProductType	20.089	0.000
AdFormat*ProdyctType	4.496	0.035

When I look at the mean scores (table 17), the mean score of the mature product is higher than the mean score of the new product for Experience Oriented Advertising, which means that hypothesis H2b is supported.

Table 17: Mean scores moderating effect on Emotional response

Ad format	Product Type	Mean	Std. deviation	N
EOA	New	0.092	0.709	41
	Mature	0.913	0.996	44
BOA	New	1.013	0.605	47
	Mature	1.307	0.947	47

## 7.1 Response Type and Brand Attitude

### 7.1.2 Cognitive Response and Brand Attitude

To find out if there is a relationship between the variables cognitive response and brand attitude, I have conducted a correlation matrix. I have used Pearson's bivariate correlation. Based on the correlation matrix (table 18 and Appendix 9), I can conclude that there is a positive significant ( $p=0.000<0.05$ ) correlation ( $r = 0.810$ ) between the cognitive response and the brand attitude.

Table 18: Correlation matrix

		Cognitive Response
<b>Brand Attitude</b>	Pearson Correlation	0.810
	Sig. (2-tailed)	0.000
	N	180

Now I know that there is a significant correlation between the cognitive response and the brand attitude, the next step is a linear regression which predicts the value of the dependent variable based on the value of the independent variable. Looking at table 19, I can see that the regression model is significant ( $p=0.000<0.05$ ), which indicates that the regression model significantly predicts the dependent variable. The  $R^2=0.648$  (Appendix 10), indicates that 64.8% of the brand attitude score is explained by the independent variable cognitive response.

Table 19: Regression model Cognitive response and Brand Attitude

Model	B	Std. error	Beta	t	Sig.
(Constant)	0.292	0.065		4.473	0.000
Cognitive response	0.886	0.050	0.805	17.882	0.000

Based on the regression model, the following regression equation can be used to predict the brand attitude when only considering the cognitive response:

$$\text{Brand Attitude} = 0.292 + 0.886(\text{Cognitive Response})$$

### 7.1.2 Emotional Response and Brand Attitude

The same correlation matrix is conducted for the variables emotional response and brand attitude. Based on the correlation matrix (Appendix 11), I can also conclude that there is a positive significant ( $p=0.000<0.05$ ) correlation ( $r = 0.813$ ) between the emotional response of respondents and their brand attitude.

Table 20: Correlation matrix Brand attitude and Emotional response

		<b>Emotional</b>
<b>Brand Attitude</b>	Pearson Correlation	0.813
	Sig. (2-tailed)	0.000
	N	176

Same as for the cognitive response, I have conducted a linear regression for the brand attitude and emotional response. When I look at table 21, I can see that the regression model is significant ( $p=0.000<0.05$ ), which indicates that the regression model significantly predicts the dependent variable. The  $R^2=0.639$  (Appendix 12), shows that 63.9% of the brand attitude score is explained by the independent variable emotional response.

Table 21: Regression model Emotional response and Brand Attitude

<b>Model</b>	<b>B</b>	<b>Std. error</b>	<b>Beta</b>	<b>t</b>	<b>Sig.</b>
<b>(Constant)</b>	0.413	0.062		6.634	0.000
<b>Emotional response</b>	0.852	0.049	0.800	17.410	0.000

Based on the regression model, the following regression equation can be used to predict the brand attitude when only considering the emotional response:

$$\text{Brand Attitude} = 0.413 + 0.852(\text{Emotional response})$$

Based on the above analyses for both response types, I can conclude that there is a positive significant correlation between Response Type and the Brand Attitude. The direction (positive or negative) of the Response Type will influence the direction of the Brand Attitude (positive or negative). Furthermore, large part of the brand attitude is explained by the response type ( $R^2$ ). This means that hypothesis H3a and H3b are supported, which says that a positive/negative response type will lead to a positive/negative brand attitude

## 7.2 Brand Attitude

The main purpose of this research is to find out what the effects are of the ad formats on the brand attitude of consumers. To find out what the effects are of the two advertising formats Brand Oriented Advertising and Experience Oriented Advertising, an independent sample T-test is performed. Based on the independent sample T-test (Appendix 13), I can conclude that there is a significant ( $p=0.00<0.05$ ) difference between the mean score of Brand Oriented Advertising and Experience Oriented Advertising when it comes to Brand attitude. In table 22 you can see that Brand Oriented Advertising leads to a higher positive brand attitude compared to Experience Oriented Advertising.

Table 22: Brand Attitude per ad format

<b>Brand Attitude</b>	<b>N</b>	<b>Mean</b>	<b>Std. deviation</b>
<b>Brand oriented advertising</b>	92	1.417	0.852
<b>Experience Oriented advertising</b>	84	0.924	0.978

## 7.3 Hypothesis summary

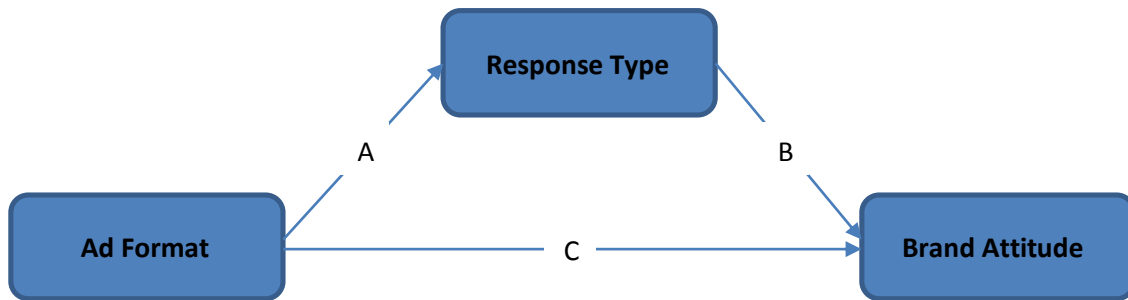
Table 23: Summary hypothesizes

<b>Hypothesis</b>	
<b>H1a</b>	Supported
<b>H1b</b>	Not supported
<b>H2a</b>	Not supported
<b>H2b</b>	Supported
<b>H3a</b>	Supported
<b>H3b</b>	Supported

## 7.4 Test of mediating effect

Mediating variables are the variables through which the independent variables act on the dependent variables. In other words, the mediating variable causes mediation in the dependent and independent variables. In my research the mediating variable should be Response Type. In the figure 9 the mediating effect is shown.

Figure 9: Mediating effect



The effect of Ad format on Brand Attitude (C) should be significant when Response Type is not included. When I add Response Type to the model, the effect of Response Type on Brand Attitude (B) should be significant and the effect of Ad Format on Brand Attitude (C) should be insignificant. If this is the case, it shows that Response Type has a mediating effect. To find out if there is a mediation effect, I have conducted a regression analyses (Appendix 14).

Table 24: Mediation effect Response Type

Model		B	Std. error	Beta	t	Sig.
1	(Constant)	0.923	0.102		9.019	0.000
	Ad Format	0.494	0.140	0.800	3.518	0.001
2	(Constant)	0.236	0.065		3.634	0.000
	Ad Format	-0.10	0.079	-0.005	-0.123	0.902
	Emotional Response	0.480	0.065	0.451	7.404	0.000
	Cognitive Response	0.517	0.065	0.470	7.931	0.000

As you can see in table 24, the Ad format is significant in the first place ( $p=0.001 < 0.05$ ). When adding the Response types (Emotional response and Cognitive Response), the Ad format is not significant anymore ( $p=0.902 > 0.05$ ) but the Response Types are ( $p=0.000 < 0.05$ ). This means that the variable Response Type causes mediation between the dependent and independent variable.

## **7. Discussion**

In this chapter I will further analyze and discuss the results of chapter 6.

### **7.1 Ad format on Response type**

Based on the literature, the ad format and information processing mode should be compatible to make the message more persuasive and the ad/brand evaluation more favorable (Thompson & Hamilton, 2006). When considering the two ad formats, Experience Oriented Advertising has a more emotional appeal as the experience is usually associated with more visual factors and Brand Oriented Advertising is more argumentation type. I expected that Experience Oriented Advertising led to a more emotional response and that Brand Oriented Advertising led to a more cognitive response. In my research I found a significant difference between the cognitive response between the two ad formats. Brand Oriented Advertising indeed led to a higher cognitive response compared to Experience Oriented Advertising. When looking at the emotional response of the two advertising format, I found that there was a significant difference between the two ad formats, but again Brand Oriented Advertising had a higher positive emotional response compared to Experience Oriented Advertising. This is not what the literature suggests. Overall I can conclude that Brand Oriented Advertising leads to stronger response compared to Experience Oriented Advertising.

### **7.2 Product Lifecycle**

According to the literature, persuasive advertising is mainly used to increase the demand of existing products and that these persuasive advertisements in general have emotional appeals. Janssen and Pelsmacker (Janssens & Pelsmacker, 2005) found that advertisements with positive emotional context are more supportive for existing products and that non-emotional context advertisements improve the response for new products. In my research, I found that Product Lifecycle has a moderating effect but that both product types in Brand Oriented Advertisements lead to almost the same cognitive response, with mature products even having a slightly stronger cognitive response. This is not what the literature suggest. According to the literature, non-emotional advertisements (Brand Oriented Advertising) with new products should lead to a more cognitive response because of the argumentation appeal. Confirming the literature, (Janssens & Pelsmacker et al., 2005; Armstrong et al., 2010) I found that mature products in Experience Oriented Advertisements lead to a stronger emotional response compared to new products.

## 7.4 Brand Attitude

According to the literature, positive and negative feelings from an advertisement are important in explaining the effects of that advertisement. Positive responses should lead to a positive brand attitude and negative response should lead to a negative brand attitude. Confirming the literature, (Petty et al., 1991; Pelsmacker et al., 1996; Holbrook et al., 1987; Burke 1989) I found that there is a significant positive correlation between Response Type and Brand Attitude. Positive responses led to positive Brand Attitudes, negative responses led to negative Brand Attitudes.

When considering the main effect of the advertising formats on the Brand Attitude, I found that Brand Oriented Advertising leads to a higher positive Brand Attitude compared to Experience Oriented Advertising. Furthermore, I found that the Response Type had a mediating effect between the Advertising Formats and the Brand Attitude.



## **8. Conclusion**

### **8.1 General conclusion**

The main purpose of this study is to investigate the effects of two different type of advertising formats (Brand Oriented Advertising vs. Experience Oriented Advertising) on the brand attitude of consumers. There are a lot of studies regarding advertising effects but there is little known about the effects of different kind of advertising formats on the Brand attitude. This research contributes to the knowledge in this field.

After extensive research of prior literature a conceptual model was developed, which shows the relationship between advertising format, product lifecycle, response type and brand attitude. The main effect in this research is the effect of the advertising formats on the brand attitude. Based on the literature and results, the response type has a mediating effect. Furthermore, the moderating effect of product lifecycle was also investigated. The main results suggest that Brand Oriented Advertising leads to a stronger positive brand attitude compared to Experience Oriented Advertising and that this effect is stronger for mature products than for new products. Based on the literature, advertisements lead to cognitive response and/or emotional response. My research showed that Brand Oriented Advertising leads to stronger response in general compared to Experience Oriented Advertising. Confirming the literature, I also found that there is a positive relationship between the responses from advertisements (Response Type) and the brand attitude of the respondents.

After considering all my results, I conclude that Brand Oriented Advertisements have a stronger positive effect on the Brand attitude compared to Experience Oriented Advertisements. When considering Experience Oriented Advertisements, mature products lead to a stronger brand attitude compared to new products.

### **8.2 Managerial implications**

As I mentioned earlier in this paper, the global advertising spending keeps on growing. This shows that companies are spending a lot on advertising and that advertising plays an important role in business. Because of the rising costs, companies want to develop the right advertisement that is most effective for their products/brands. There are a lot of ways of advertising, but a company should use the right form to be effective enough. Once the right advertising media is chosen, companies should choose an advertising format. The advertising format is the most important part in an advertisement because it shows how the content is displayed. This means that it is important for marketing managers to know the effects of different advertising formats

on the brand attitude of consumers. Based on my results, marketing managers should consider which advertising format they should use for their products. In general Brand Oriented Advertising leads to a higher brand attitude compared to Experience Oriented advertising. When a new product is being advertised, the most effective advertising format is Brand Oriented Advertising. Experience Oriented Advertising is most effective when mature products are being advertised. Choosing the right advertising format with the right advertising media, leads to a stronger brand attitude which eventually leads to a higher purchase intention (Spears & Singh, 2004).

### **8.3 Limitations and future research**

Several limitations have to be considered in order to correctly interpret the results of this study. The first limitation of this research is the amount of respondents. To get a more accurate result, more than 92 valid respondents should have been acquired. The reason I did not get more than 92 valid respondents is because the advertisements in my online experiment did not support mobile devices. My online survey was distributed through social media platforms and by emails. Most people nowadays use their mobile devices for social media and to read their emails, so it is most likely that respondents wanted to participate in my online experiment but that couldn't because they used their mobile devices. In future research, the advertisements should also support mobile devices to obtain more respondents. The online experiment was only in English and this may also cause less respondents because most of the respondents were not native English speakers. Furthermore, this research only used two product categories, washing detergent and coffee, and these can be considered as low-involvement products. The results could be different when using more high-involvement products. Finally, most variables were not normally distributed. To make the data normal, I had to remove the outliers.

Further research could be done in this topic by investigating the effects of different advertising formats with other product categories. In my research low-involvement products are used but this effect could be different for high-involvement products. In this research, I used commercials as advertisements but the same research could be done by using print ads or other forms of advertising. Advertising formats may have other effects on the brand attitude with print ads compared to commercials. Finally, my research can be further extended by looking at the other steps of the 'Hierarchy of effect' (Lavidge & Steiner, 1961) model of advertising. Research can be done on the recalling of different advertising formats and the purchase intentions of products from different advertising formats.

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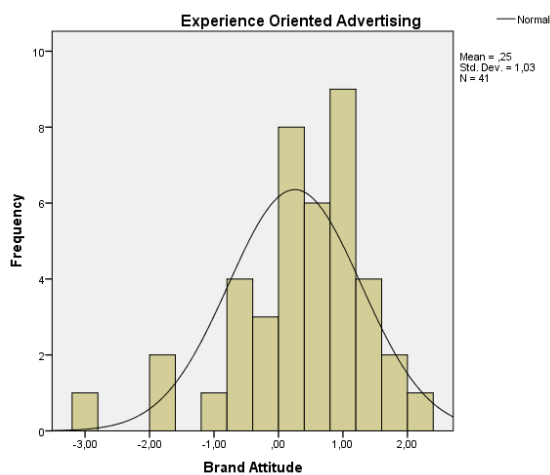
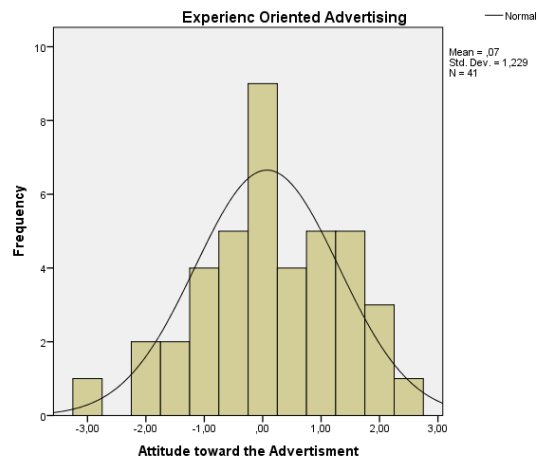
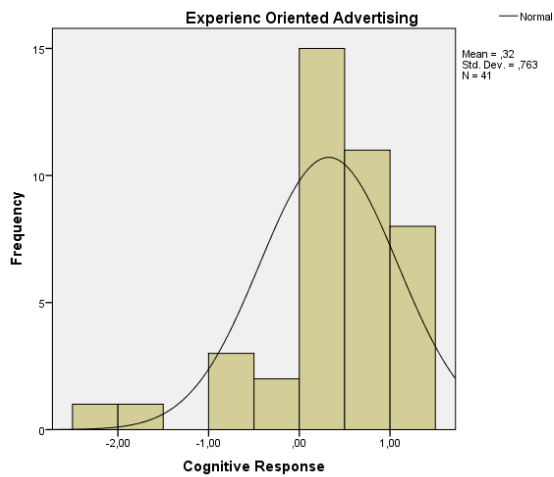
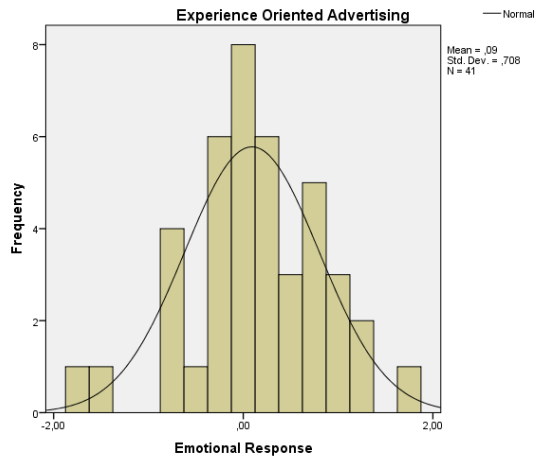
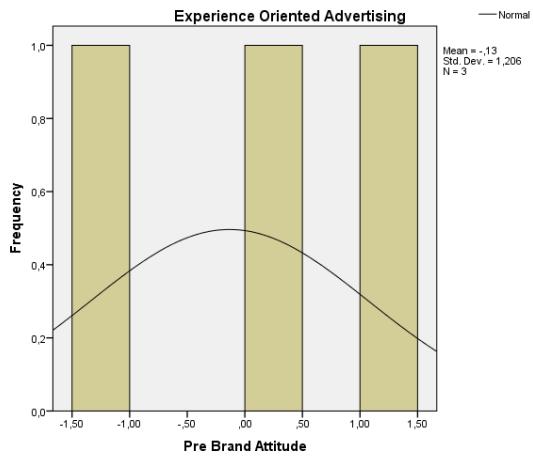
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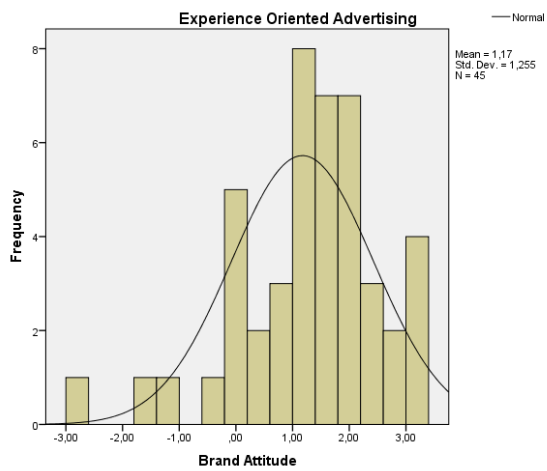
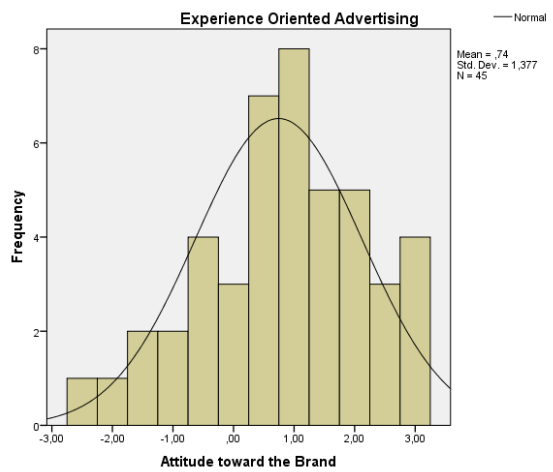
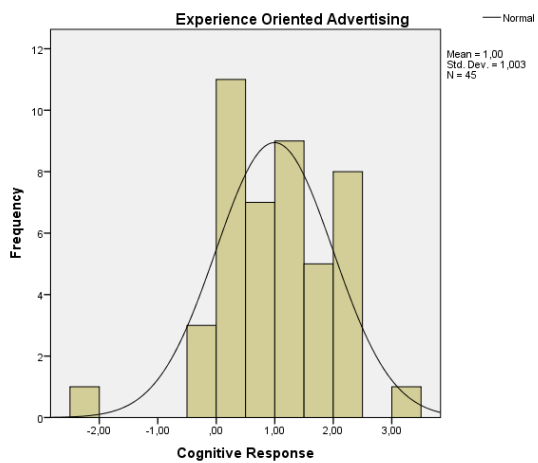
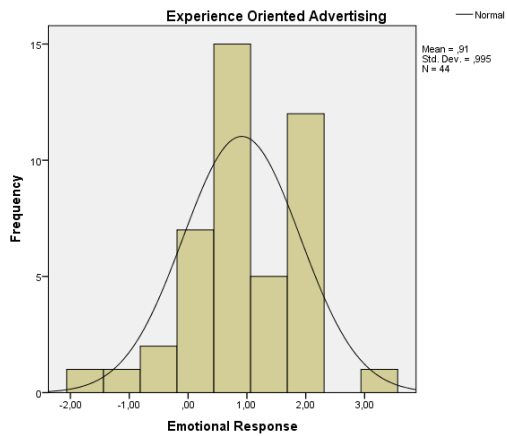
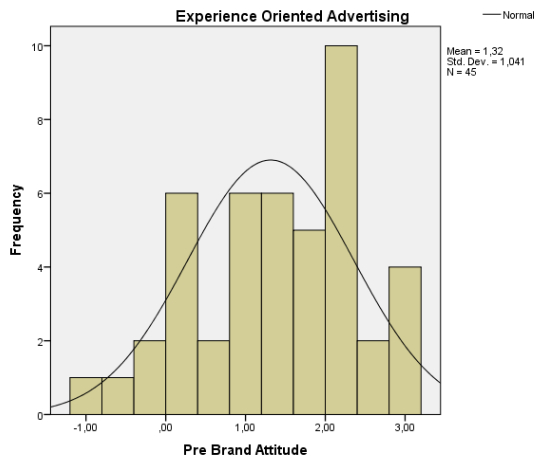
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# Appendix 1

## Experience Oriented Advertising: Tide

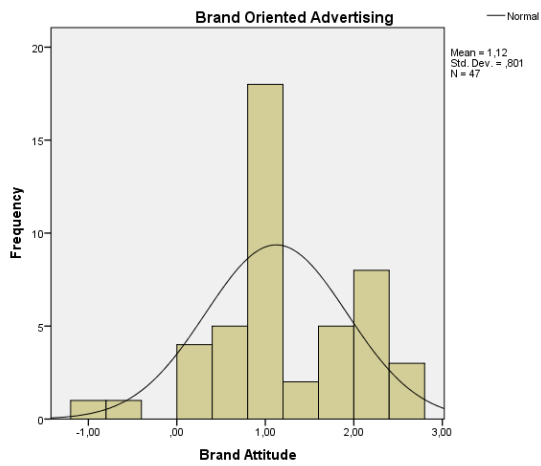
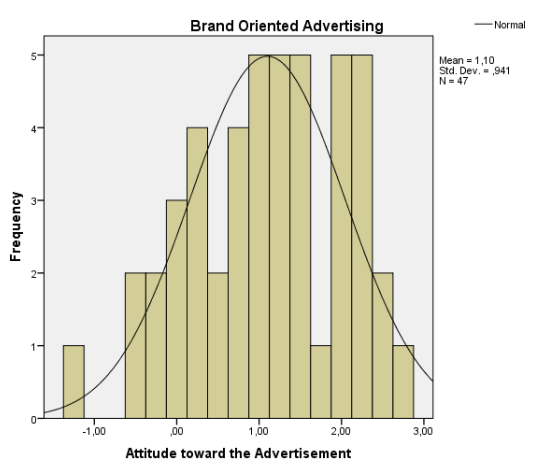
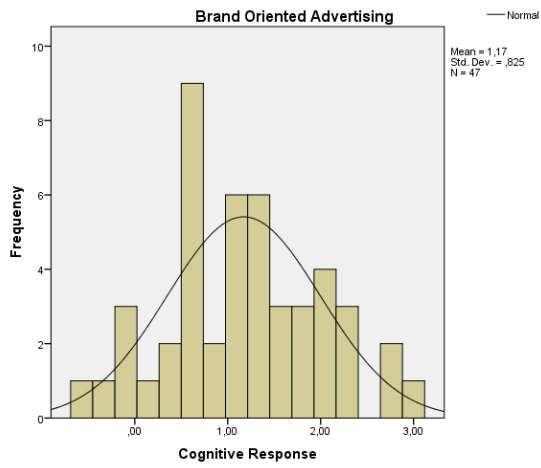
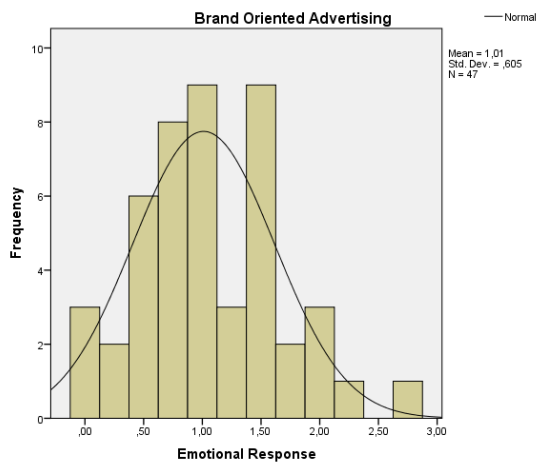
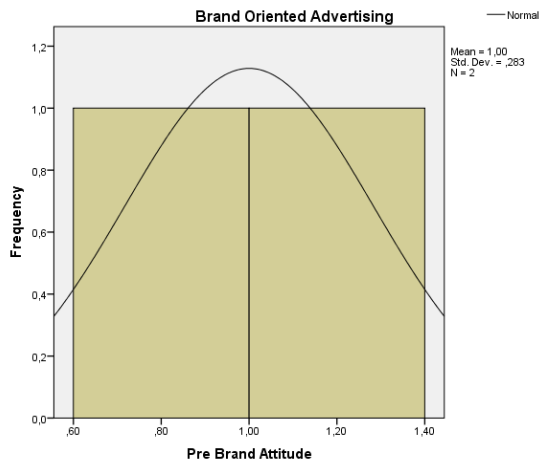


# Experience Oriented Advertising: Nespresso

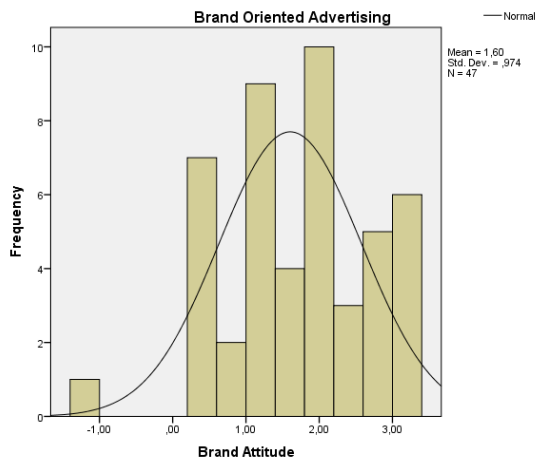
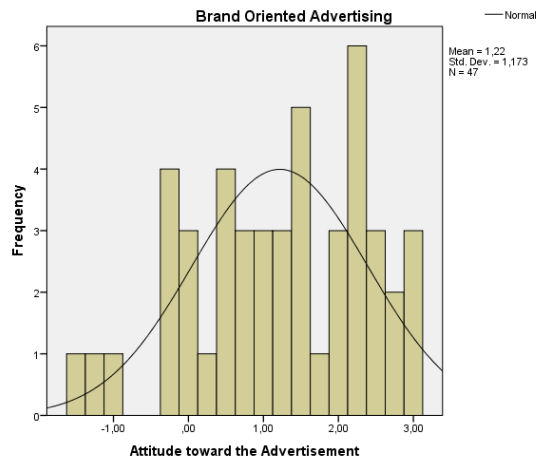
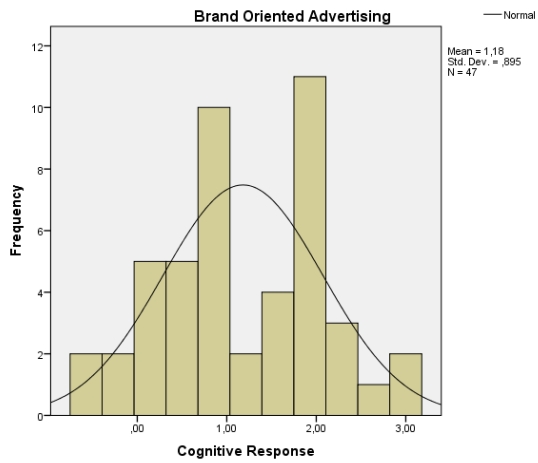
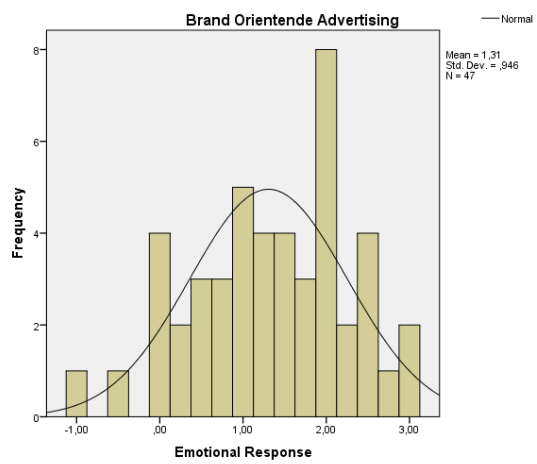
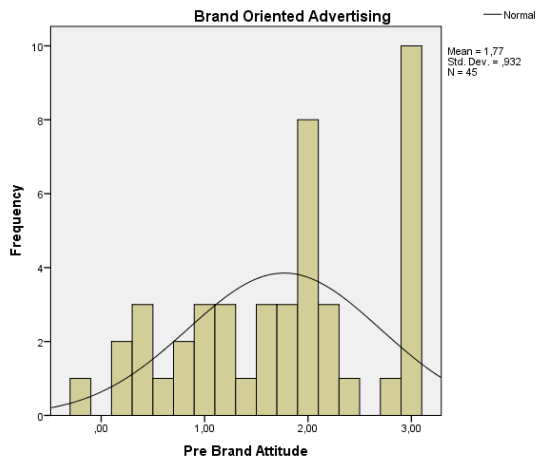




# Brand Oriented Advertising: Tide



# Brand Oriented Advertising: Nespresso

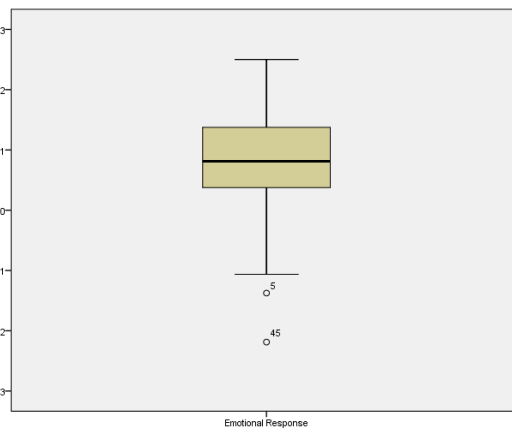
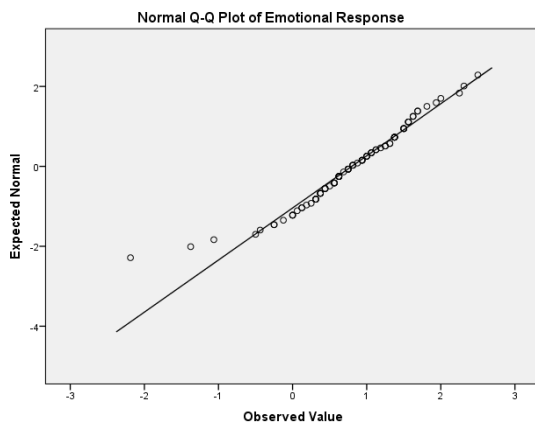
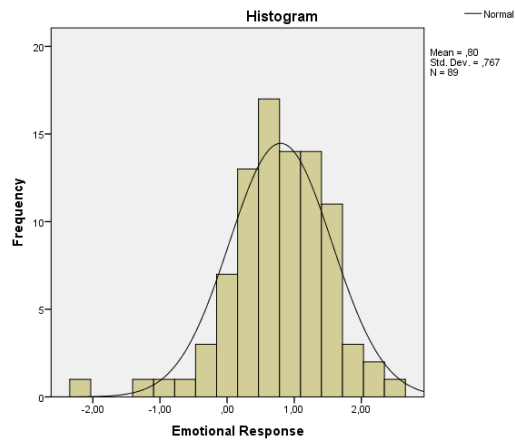
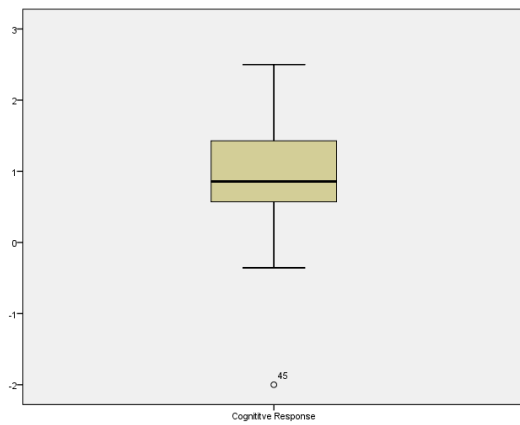
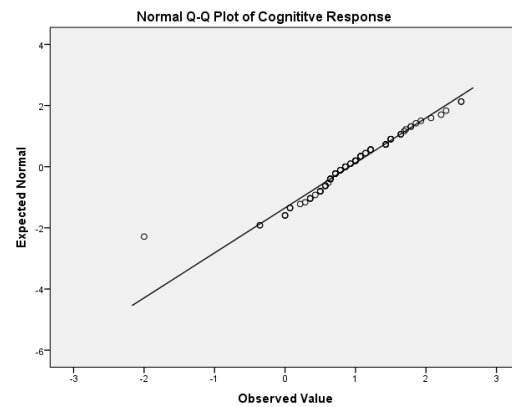
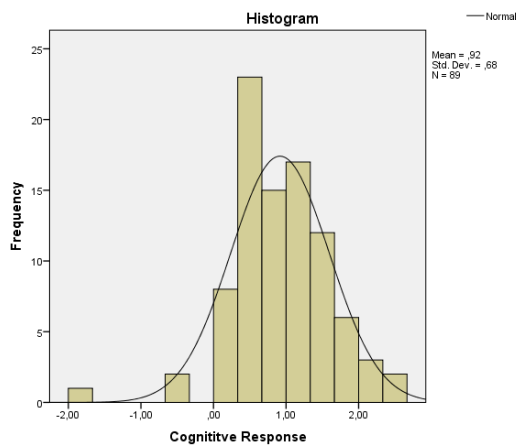


## Appendix 2

Tests of Normality

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Cognitive Response	,091	89	,069	,952	89	,002
Emotional Response	,084	89	,167	,959	89	,006

a. Lilliefors Significance Correction



### Appendix 3

#### Independent Sample T-test Cognitive response between Brand Oriented Advertising and Experience Oriented advertising

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper	
Cognitive Response	Equal variances assumed	1,097	,298	-3,667	89	,000	-.44083	,12021	-.67968	-.20197
	Equal variances not assumed			-3,680	88,858	,000	-.44083	,11979	-.67884	-.20281

### Appendix 4

#### Independent Sample T-test between Emotional response Brand Oriented Advertising and Experience Oriented Advertising

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper	
Emotional Response	Equal variances assumed	,017	,896	-4,773	89	,000	-.63410	,13285	-.89807	-.37013
	Equal variances not assumed			-4,755	86,283	,000	-.63410	,13334	-.89916	-.36903

### Appendix 5

#### Paired Sample T-test: Brand attitude of New products and Mature products (Experience Oriented Advertising)

		Paired Samples Test							
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	EOA_Tide_postBA -	-.89302	1,39547	,21281	-1,32248	-.46356	-4,196	42	,000
	EOA_Nespresso_postBA								

### Appendix 6

#### Paired Sample T-test: Brand attitude of New products and Mature products (Brand Oriented Advertising)

Paired Samples Test									
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	BOA_Tide_postBA - BOA_Nespresso_postBA	-.52444	1,19109	,17756	-.88229	-.16660	-2,954	44	,005

## Appendix 7

### Two-way ANOVA: Interaction effect between Advertising format and Product lifecycle on Cognitive response

#### Between-Subjects Factors

		Value Label	N
Ad Format	0	EOA	89
	1	BOA	94
Product Type	0	New	92
	1	Mature	91

#### Descriptive Statistics

Dependent Variable: Cognitive Response

Ad Format	Product Type	Mean	Std. Deviation	N
EOA	New	,3522	,75638	45
	Mature	1,0734	,86706	44
	Total	,7088	,88595	89
BOA	New	1,1719	,82551	47
	Mature	1,1815	,89515	47
	Total	1,1767	,85641	94
Total	New	,7710	,88929	92
	Mature	1,1292	,87846	91
	Total	,9491	,89961	183

#### Tests of Between-Subjects Effects

Dependent Variable: Cognitive Response

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	21,583 <sup>a</sup>	3	7,194	10,244	,000
Intercept	163,208	1	163,208	232,398	,000
AdFormat	9,837	1	9,837	14,007	,000
ProductType	6,103	1	6,103	8,690	,004
AdFormat * ProductType	5,787	1	5,787	8,241	,005
Error	125,707	179	,702		
Total	312,145	183			
Corrected Total	147,291	182			

a. R Squared = ,147 (Adjusted R Squared = ,132)

## Estimated Marginal Means

### 1. Ad Format

Dependent Variable: Cognitive Response

Ad Format	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
EOA	,713	,089	,538	,888
BOA	1,177	,086	1,006	1,347

### 2. Product Type

Dependent Variable: Cognitive Response

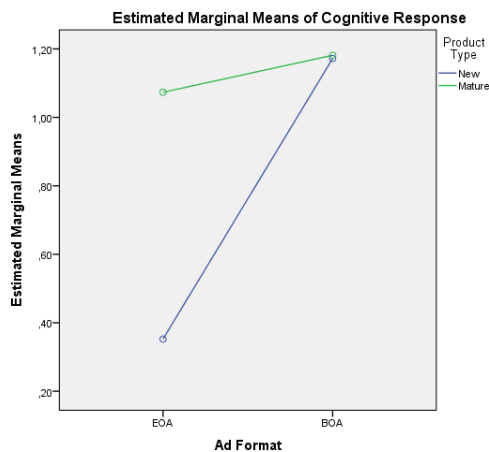
Product Type	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
New	,762	,087	,590	,935
Mature	1,127	,088	,954	1,301

### 3. Ad Format \* Product Type

Dependent Variable: Cognitive Response

Ad Format	Product Type	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
EOA	New	,352	,125	,106	,599
	Mature	1,073	,126	,824	1,323
BOA	New	1,172	,122	,931	1,413
	Mature	1,181	,122	,940	1,423

## Profile Plots



## Appendix 8

### Between-Subjects Factors

		Value Label	N
Ad Format	0	EOA	85
	1	BOA	94
Product Type	0	New	88
	1	Mature	91

### Descriptive Statistics

Dependent Variable: Emotional Response

Ad Format	Product Type	Mean	Std. Deviation	N
EOA	New	,0920	,70889	41
	Mature	,9134	,99617	44
	Total	,5172	,95801	85
BOA	New	1,0130	,60508	47
	Mature	1,3068	,94670	47
	Total	1,1599	,80387	94
Total	New	,5839	,79884	88
	Mature	1,1166	,98553	91
	Total	,8547	,93505	179

### Tests of Between-Subjects Effects

Dependent Variable: Emotional Response

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	34,789 <sup>a</sup>	3	11,596	16,794	,000
Intercept	123,302	1	123,302	178,565	,000
AdFormat	19,267	1	19,267	27,903	,000
ProductType	13,871	1	13,871	20,089	,000
AdFormat * ProductType	3,105	1	3,105	4,496	,035
Error	120,841	175	,691		
Total	286,389	179			
Corrected Total	155,630	178			

a. R Squared = ,224 (Adjusted R Squared = ,210)

## Estimated Marginal Means

### 1. Ad Format

Dependent Variable: Emotional Response

Ad Format	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
EOA	,503	,090	,325	,681
BOA	1,160	,086	,991	1,329

### 2. Product Type

Dependent Variable: Emotional Response

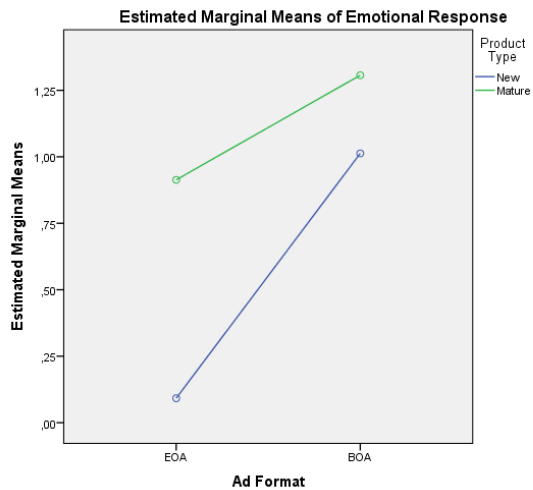
Product Type	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
New	,552	,089	,377	,728
Mature	1,110	,087	,938	1,282

### 3. Ad Format \* Product Type

Dependent Variable: Emotional Response

Ad Format	Product Type	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
EOA	New	,092	,130	-,164	,348
	Mature	,913	,125	,666	1,161
BOA	New	1,013	,121	,774	1,252
	Mature	1,307	,121	1,068	1,546

### Profile Plots



## Appendix 9

### Correlations

		Brand Attitude	Cognitive Response
Brand Attitude	Pearson Correlation	1	,810**
	Sig. (2-tailed)		,000
	N	180	180
Cognitive Response	Pearson Correlation	,810**	1
	Sig. (2-tailed)	,000	
	N	180	183

\*\* . Correlation is significant at the 0.01 level (2-tailed).



## Appendix 10

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Cognitive Response <sup>b</sup>		Enter

a. Dependent Variable: Brand Attitude

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,805 <sup>a</sup>	,648	,646	,56256

a. Predictors: (Constant), Cognitive Response

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	101,195	1	101,195	319,755	,000 <sup>b</sup>
	Residual	55,067	174	,316		
	Total	156,262	175			

a. Dependent Variable: Brand Attitude

b. Predictors: (Constant), Cognitive Response

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,292	,065		4,473	,000
	Cognitive Response	,886	,050	,805	17,882	,000

a. Dependent Variable: Brand Attitude

## Appendix 11

**Correlations**

		Brand Attitude	Emotional Response
Brand Attitude	Pearson Correlation	1	,813**
	Sig. (2-tailed)		,000
	N	180	176
Emotional Response	Pearson Correlation	,813**	1
	Sig. (2-tailed)	,000	
	N	176	179

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Appendix 12

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Emotional Response <sup>b</sup>	.	Enter

a. Dependent Variable: Brand Attitude

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,800 <sup>a</sup>	,639	,637	,57311

a. Predictors: (Constant), Emotional Response

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	99,560	1	99,560	303,113	,000 <sup>b</sup>
	Residual	56,166	171	,328		
	Total	155,727	172			

a. Dependent Variable: Brand Attitude

b. Predictors: (Constant), Emotional Response

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,413	,062		6,634	,000
	Emotional Response	,852	,049	,800	17,410	,000

a. Dependent Variable: Brand Attitude

## Appendix 13

**Group Statistics**

	Ad Format	N	Mean	Std. Deviation	Std. Error Mean
Brand Attitude	EOA	84	,9238	,97827	,10674
	BOA	92	1,4174	,85248	,08888

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Brand Attitude	Equal variances assumed	,376	,540	-3,576	174	,000	-,49358	,13803	-,76601	-,22115
	Equal variances not assumed			-3,554	165,451	,000	-,49358	,13890	-,76782	-,21934

## Appendix 14

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Ad Format <sup>b</sup>	.	Enter
2	Cognitive Response, Emotional Response <sup>b</sup>	.	Enter

a. Dependent Variable: Brand Attitude

b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,260 <sup>a</sup>	,067	,062	,92153
2	,859 <sup>b</sup>	,737	,733	,49211

a. Predictors: (Constant), Ad Format

b. Predictors: (Constant), Ad Format, Cognitive Response, Emotional Response

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,509	1	10,509	12,375	,001 <sup>b</sup>
	Residual	145,218	171	,849		
	Total	155,727	172			
2	Regression	114,799	3	38,266	158,013	,000 <sup>c</sup>
	Residual	40,927	169	,242		
	Total	155,727	172			

a. Dependent Variable: Brand Attitude

b. Predictors: (Constant), Ad Format

c. Predictors: (Constant), Ad Format, Cognitive Response, Emotional Response

### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	,923	,102		9,019	,000
	Ad Format	,494	,140	,260	3,518	,001
2	(Constant)	,236	,065		3,634	,000
	Ad Format	-,010	,079	-,005	-,123	,902
	Emotional Response	,480	,065	,451	7,404	,000
	Cognitive Response	,517	,065	,470	7,931	,000

a. Dependent Variable: Brand Attitude

**Excluded Variables<sup>a</sup>**

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics	
					Tolerance	
1	Emotional Response	,801 <sup>b</sup>	16,419	,000	,783	,890
	Cognitive Response	,789 <sup>b</sup>	16,895	,000	,792	,939

a. Dependent Variable: Brand Attitude

b. Predictors in the Model: (Constant), Ad Format